

<b>Study programme:</b> Bachelor with Honours in Tourism		
<b>Subject:</b> Menu planning and working system in gastronomy		
<b>Status:</b> elective for the modules of Hotel Management and Gastronomy		
<b>ECTS:</b> 5		
<b>Requirements:</b> None		
<p><b>Learning objectives</b></p> <p>To provide students with theoretical and practical knowledge about creating the menu. Students meet various means of offering in the hospitality industry. The menu, as a management tool, could be a helpful means in many operations for ensuring the success and profits of each catering facility. Students learn to create the menus according to the needs and purposes, which is essential in the hospitality industry. In addition, students gain knowledge on working systems in the hospitality kitchens, taking into account the gastronomy as a basis.</p>		
<p><b>Learning outcomes</b></p> <p>Acquisition of knowledge and skills about presenting the menu as a management tool and in the appropriate marketing manner. Personal menu design, customer understanding, restaurant costs and revenue analysis, as well as analysis of business performance.</p> <p>Student should be able to distinguish certain systems of work in the hospitality industry and their organizational structure. Students should gain knowledge about the menu design according to different consumers' needs.</p>		
<p><b>Syllabus</b></p> <p><i>Theoretical classes</i></p> <p>Menu concepts and classification (according to the purpose, according to the number of gangs), knowledge required for menu planning experts, menu planning, menu design according to capabilities of the catering facility (availability of food for planned changes or additions, the possibility of rational utilization of the existing range of foods, impact assessment of changes in cost, assessment of appropriateness of a certain menu item for the sale price, whether existing capacity of the equipment can accept the new item, what are the physical equipment and staff features, whether the changes threaten the rectilinear flow of food and meals, whether unprofessional staff would be able to carry out the planned changes), graphic and design menu creating (paper, printing, colour, balance, diversity, composition, description, truth in menu, menu labelling, stating the item, size, cover design), the nutritional balance of the menu and its significance. Working systems of different catering facilities (pension, a la carte and banquet).</p> <p><i>Practical classes</i></p> <p>Creating different types of menus, depending on the purpose.</p>		
<b>Weekly teaching load: 4</b>	<b>Lectures: 2</b>	<b>Exercises: 2</b>